

“Pleeeeeease ‘Like’ Me ...

Building A Social Media Following”

Tweet

Like

Mus

Frien

views

What's In A Name?

- Focus on the social media platform(s) that work(s) best for you ...

For **New York Sea Grant** that's **Facebook**, **Twitter** and **YouTube** ...

Make the URLs **easy to remember** and **promote-able**

Use any leverage you can to
"punch up" your org's name:
We're known as
"**NOAA New York Sea Grant**"

NOAA on **FB** = >240K
Twitter = >299K
YouTube = >4,200
+ views in hundreds
of thousands



Great Lakes

Get Social with Sea Grant

www.facebook.com/nyseagrant
www.twitter.com/nyseagrant
www.youtube.com/nyseagrant

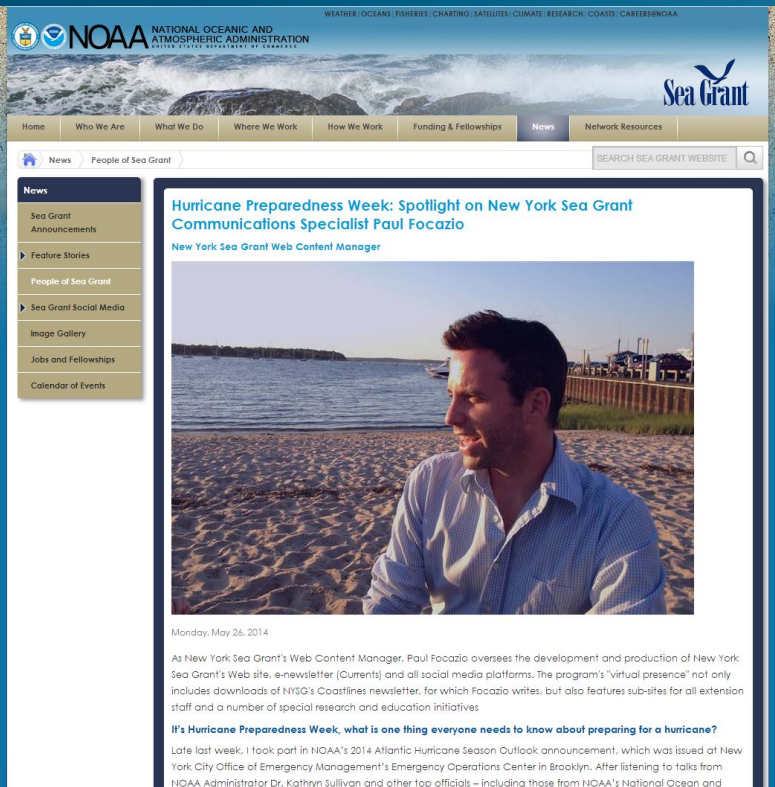
Stay current with New York Sea Grant's news, events and initiatives via www.nyseagrant.org as well as our social media pages.

NOAA
New York Sea Grant
Celebrating 40 Years

Be Timely

- When the news cycles are focusing on certain topics that are pertinent to what you're doing is when it's time for you to **STRIKE** ...

Capitalize on **Awareness Weeks**, both **N**ation- and **S**tate-wide.



Popular ones for NY:

Severe Weather

Preparedness (**N**, Early March; **S**, Late April);

Boating Safety (**N**, Late May);

Hurricane Preparedness (**N**, Late May);

Invasive Species (**S**, Mid-July);

Preparedness Month (**N**, Sept)

Make sure you're "liking" pages of those you partner & have commonalties w/ as well as those that report & cite news that relates to your org's mission.

Timing (& Branding) Is Everything



- Don't assume that every bit of your **content** is being seen by everyone ...

If you write a larger story for your **e-newsletter** or **Web site**, break up the story into additional **social media posts** with pictures and captions.

TAKE THE PLUNGE, GO DIGITAL! ... E-newsletters (via **Constant Contact**, **MailChimp**, etc.) are a great way to present your stories while tracking how interested your topics are with your subscribers

As with your Web site, **analytics** are everything and e-newsletters do a great job of keeping you on track

Promote via printed postcards, E-mail signature, business cards, apps on your Facebook page, prominent link in your Web site masthead.

Say Thank You!!!

- Here's one way to generate interest from people & organizations that align with (or, at least relate to) your brand ...

Be sure to thank 'em on #FF, "Follow Fridays," on Twitter

Tag 'em in posts on Facebook (as well as Twitter) whenever they relate to your content

I've seen a continual increase in our Twitter follower numbers (now nearing 2,600) thanks to partaking in this effort most every week ... and we recently broke 1,000 likes on Facebook, a challenging feat in itself.

WATERCRAFT INSPECTION HOW-TO >>> In a nearly seven-minute video, NOAA New York Sea Grant's launch stewards illustrate how you can prevent the spread of aquatic invasive species while enjoying your recreational time on New York's waters. Learn how to pitch in via NYSG's related news item, which includes streaming video, "On YouTube: NYSG's Watercraft Inspection How-To Video," <http://www.seagrant.sunysb.edu/articles/n/2411>.

For more information on NY's Invasive Species Awareness Week (July 6-12, 2014), visit: <http://www.nyis.info/blog>.

NYSG also has related resources on Aquatic Invasive Species (www.nyseagrant.org/ais), Long Island Sound and marine education (www.nyseagrant.org/lisound) and its Launch Stewards outreach program (www.nyseagrant.org/oodstewards).

To stay informed about all of NYSG's coastal science news, sign up for our e-list anytime in a few quick clicks at www.nyseagrant.org/nycoastlines. Our flagship publication, NY Coastlines - which merges with our e-newsletter, Currents, in 2014 - is published several times a year.

National Oceanic and Atmospheric Administration (NOAA), National Sea Grant College Program, NY iMapInvasives, Cornell University, Cornell Cooperative Extension, College of Agriculture and Life Sciences at Cornell University, Cornell University College of Agriculture and Life Sciences, SUNY - The State University of New York, SUNY Oswego, NYS Department of Environmental Conservation, University of Wisconsin Sea Grant/Water Resources Institutes, Ohio Sea Grant, Michigan Sea Grant, Minnesota Sea Grant, Pennsylvania Sea Grant, Illinois-Indiana Sea Grant, Lake Champlain Sea Grant, Stop Aquatic Hitchhikers

#NOAA #SeaGrant #Cornell #CornellU #CornellUniversity #NYSDEC #GreatLakes #LakeOntario #LakeErie #invasivespecies #coastal #invasive #plant #waterchestnut #stewardship #volunteer #education #environment #environmental #educator #educators #lake #learning #OswegoRiver #SalmonRiver



Platform Cross Promotion

- So, folks aren't seeing all your content all the time. One solution?...

After you **thank** & **tag 'em**, generate a "Social Media Week In Review" **Facebook** post on Fridays recapping stories you've promoted since Monday.

Then, on **Twitter**, note that your summary of the week's social media postings are up on your Facebook page.

In the **print** realm, the keys to tying it all together could include **postcards**, **bookmarks** or links to these platforms on your **business card** and/or **e-mail signature**.

All **print** or **e-publications** that you produce should make mention of your **Web site** and **social media platforms**.

Your **Web site** should also serve as a repository for your social media platforms - including links and maybe even feeds to your pages.

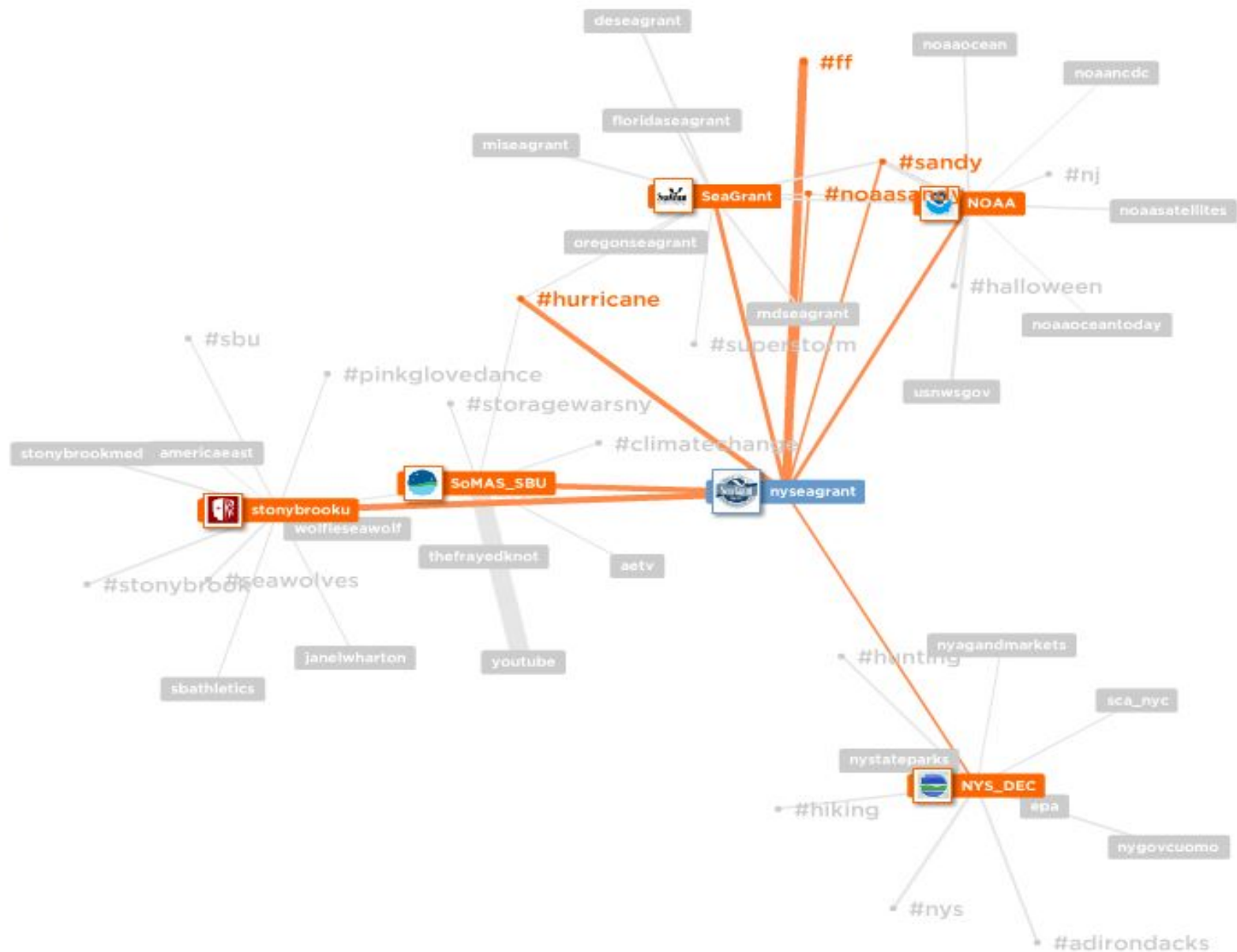
Is It All Working?

- Keepin' tabs on your efforts is crucial ...

Keep tabs of your **analytics** (simply through the Notifications section on **Twitter** [or externally via services such as **MentionMap**] and in the Insights Panel on your **Facebook** page) to make sure that your efforts are bringing in enough retweets, new followers and total reach to justify all your efforts.

There are also **external services** to these platforms to help you track and automate your posts - though you can do it right from your Facebook page by 'scheduling' posts. For Twitter, some external services include **Tweet Deck** (www.tweetdeck.com) and **HootSuite** (www.hootsuite.com).

A good **URL shortner** (so that you reduce your character limit on these social media platforms) is **Ow.ly** (ow.ly/url/shorten-url). If you log-in with your Twitter account, you'll have more options, including click-through statistics.



“Social Media” Some HELP!

- In addition to inquiring w/ others within the Sea Grant network as well as the greater NOAA community, here are some sources for social media assistance

Forbes ... <http://www.forbes.com/pictures/ell45lkje/how-to-build-a-social-following> - “How To Build A Social Following - In Photos: Seven Tips”

Huffington Post ... http://www.huffingtonpost.com/matthew-collis/top-5-tips-for-growing-yo_1_b_5522423.html - “Top 5 Tips for Growing Your Social Media Following” (June 2014)

Forbes ... <http://www.forbes.com/sites/drewhendricks/2014/05/14/20-social-media-tips-to-rule-in-2014> - “20 Social Media Tips to Rule in 2014” (May 2014)

Pew Research Internet Project ... <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet> - “Social Networking Fact Sheet” (January 2014)

Mashable ... <http://mashable.com/2013/12/24/grow-social-audience> - “7 Tips for Building a Social Media Audience” (December 2013)

"Social Media" Some HELP!

Ragan's PR Daily ... www.prdaily.com/Main/Articles/15630.aspx - "8 tips for getting your press releases read and shared" (December 2013)

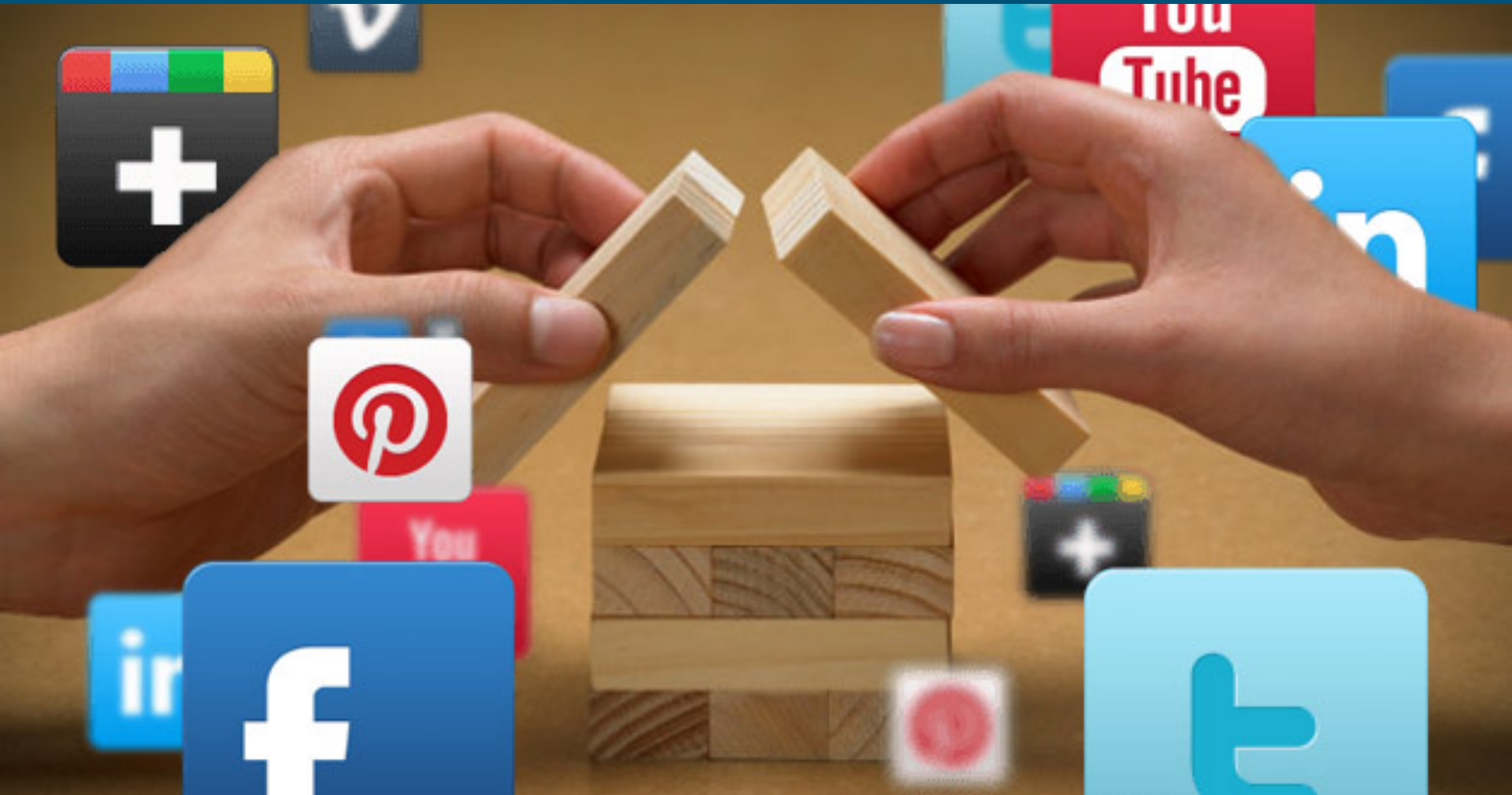
Pew Research Internet Project ... <http://www.pewinternet.org/2013/12/30/social-media-update-2013> - "Social Media Update 2013" (December 2013)

Pew Research Journalism Project ... <http://www.journalism.org/2013/11/14/news-use-across-social-media-platforms> - "News Use Across Social Media Platforms" (November 2013)

Social Media Today ... www.socialmediatoday.com/irfan-ahmad/1759301/role-facebook-hashtag-your-marketing-efforts - "The Role of Facebook Hashtags in your Marketing Efforts" (September 2013)

PLOS Biology ... <http://www.plosbiology.org/article/info:doi/10.1371/journal.pbio.1001552> - "COMPASS: Navigating the Rules of Scientific Engagement" (April 2013)

Mashable ... www.mashable.com/2013/03/02/digital-media-resources-73-2 - "50 Digital Media Resources You May Have Missed" (March 2013)



Questions? Thank You